



Class Editori launches Class HORSETV, the first Italian TV entirely dedicated to every aspect of the World of Horses

Luca Panerai and Class Editori announce the creation of Class HORSETV, the first TV channel dedicated to every aspect of the world of horses. "Every aspect" means that Class HORSETV is addressed to all horse enthusiasts, without being snobbish or overly technical.

Starting in May 2010, Class Editori will broadcast on SKY with full Live coverage of all Italian and International competitions: Jumping, Eventing, Dressage, Polo, Western Riding, Endurance and Races. Thanks to the partnership with HORSETV, a US based company, Class HORSETV can count on exclusive access to the largest existing digital archive on horses and the equestrian world. Class Editori and HORSETV have signed an exclusive agreement to co-produce and distribute equestrian programming on an international basis. In the year of The Equestrian World Games in Kentucky (September-October), the partnership with HORSETV will guarantee full coverage of the event, with all the details, interviews and news from the United States.

Class Editori, the leading publisher in Italy for the production of "Unique Contents" (e.g. Class CNBC, broadcasted on SKY channel 505, Telecom Italia's portal www.yalp.it and Alice Home TV; Class Life, on Alice Home TV and Yalp; Class News, on Digital Terrestrial Television and Yalp; the recently acquired TV Moda, on SKY channel 812) will produce all the news of Class HORSETV to guarantee detailed, quality information on all the subjects which interest lovers of horses. Class HORSETV is an Official Broadcaster recognized by the Fédération Equestre Internationale (FEI) for the transmission of its main events in Italy

The first event that will be broadcast live is the Opening Event of the Meydan Nations Cup, to be held in France on May 14, 2010. Class HORSETV is the exclusive licensee of the rights for Italy.

The final of the Rolex FEI World Cup, was broadcast live from Geneva on Sunday, April 19, on Class CNBC, as a first example of the programming of Class HORSETV.

HORSETV is also H-SPAN, a digital channel that provides coverage of the most important issues which drive the development of the horse industry worldwide. H-SPAN's mission is to inform and educate all those interested and concerned with the equestrian world, to unite and give strength to the community that gathers around the brand HORSETV, by exchanging information and experiences, broadcasting live debates and conferences, interactively, 24 hours a day, on an on-demand schedule.

For further information please contact:

Gian Marco Giura
Communications Director
- Investor Relations -
Class Editori
Tel: 02-58219395
Cell: 334-6737093
E-mail: gmggiura@class.it